

Compliance and ranking of effective factors in the failure of strategic management in large size companies

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The purpose of this study was to identify the factors affecting the failure of strategic management in the telecommunications company. The research is an applied and descriptive-survey target. The statistical population of the study consisted of all experts and experts of the telecommunication company, which numbered 191 people. In total, 191 persons were ed as sample. The data gathering tool was a researcher-made questionnaire whose reliability was confirmed by Cronbach's alpha and its validity was verified by face validity. In order to analyze the data in the descriptive statistics section, statistical software SPSS23 was used and in inferential statistics, structural equation modeling method was used using Lisrel 8.80 statistical software. The research findings showed that factors such as: rapid change of conditions and inability to manage change, imbalance between the current business and the strategy of informal groups, lack of proper identification of bottlenecks, lack of key competencies, attachment to past strategy, inappropriate communication of the program with The prospect, lack of laws and mechanisms for identifying and solving executive problems, and inadequate training and guidance are among the most important factors affecting the failure of strategic management in the telecommunications company. Among the known factors, the greatest effect on the failure to properly identify the throat is 0.44 It should be. Accordingly, strengthening the skills of strategic managers and planners in identifying organizational bottlenecks and barriers is essential.

Keywords : Strategy, Strategic Planning, Strategic Management, Iran Telecommunication Company

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